

REVIEW SAMPLE COPY AND DETERMINE IF EMOTION WAS USED EFFECTIVELY AND HOW

WORKSHEET 2.5

Evaluating Emotional Copywriting

Check out the scenarios below and consider how emotional copywriting can serve the needs of each company.

Health4U is a new health insurance company hoping to attract customers looking for affordable coverage. They want to appear friendly and approachable, and appeal to feelings related to trust and security.

 MICHIGAN STATE UNIVERSITY

Search...

OFFICE OF THE | 

UNIVERSITY PHYSICIAN

 TRAVEL CLINIC  OCCUPATIONAL HEALTH  HEALTH4U PROGRAM  FOOD AND WATER SANITARIAN  EMPLOYEE ASSISTANCE PROGRAM

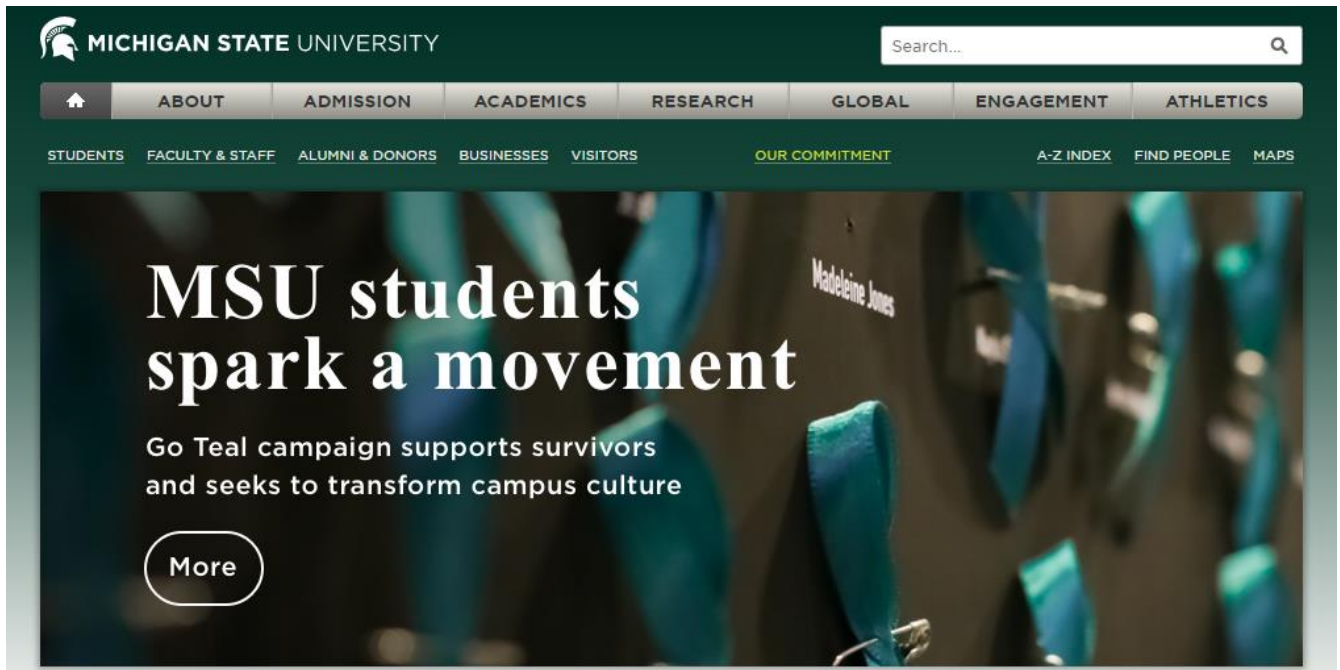
 **HEALTH4U PROGRAM**
We are about celebrating, promoting and valuing health from an individual, environmental, and community perspective.

Which of the following pieces of copy are focusing on the right emotions for this company?

- ☐ Hi, we're Health4U, and we want you to be happy and healthy.
- ☐ Health4U leverages affordable medical solutions for long-term physical viability.
- ☐ We know how confusing healthcare can be. At Health4U, we make the choices simple and easy to understand.
- ☐ When accidents happen, you don't want to get caught without coverage. Join Health4U right now.
- ☐ We think health care should be like a warm hug. We're Health4U - We hope you'll join us!

REVIEW SAMPLE COPY AND DETERMINE IF EMOTION WAS USED EFFECTIVELY AND HOW

WORKSHEET 2.5



Research has shown that copywriting for higher education organizations generates more conversions if it focuses on feelings related to joy and achievement. If an online university was hoping to use those emotions to attract new students for enrollment, which of the following pieces of copy would be best suited?

- ☐ The clock of life is ticking. Don't wait any longer - register for our online courses today!
- ☐ Wishing you could learn new skills and change your life? You can!
- ☐ We believe striving for excellence leads to happiness. Start your journey with us...
- ☐ When you believe in yourself, amazing things can happen! Learn more about our program here...
- ☐ With state-of-the-art equipment and competitive prices, our online university will serve your educational needs.

REVIEW SAMPLE COPY AND DETERMINE IF EMOTION WAS USED EFFECTIVELY AND HOW

WORKSHEET 2.5

Fancy Flight is a new service that creates custom travel solutions for tourists. Research has shown that emotions related to _trust_ lead to more conversions in the travel industry. With this in mind, which words or terms should Fancy Flight use in its new marketing campaign to build trust?

- ☐ Adventure
- ☐ Guarantee
- ☐ Brand new
- ☐ Exclusive
- ☐ Proven
- ☐ Satisfied
- ☐ Chance
- ☐ Protected
- ☐ Satisfaction
- ☐ Trust

ANSWERS:

[Correct answers are 1,3,5]

[Correct answers are 2,3,4]

[Correct answers: guarantee, proven, satisfied, protected, satisfaction, trust - These words are often used to help confidence and trust in a product or service. The others might be positive in nature but generally appeal to different emotions.]